

How **Leadpages** Produces 20 LIVE Webinars a Month With **PlusThis**

PlusThis® offers a library of 50+ add-ons and integrations for small business Marketing Automation software. One of our more popular features are our webinar connectors. Here's how Leadpages uses PlusThis to run 20+ LIVE webinars a month without going crazy.



About Bob Jenkins

Bob Jenkins is the Manager of Marketing Education Content, and responsible for overseeing the overall strategy, content, delivery, workflow, communication, and logistics for all of Leadpage's and Drip's webinars.

The Challenge

Drive Webinar Automation Using Drip Instead of GoToWebinar

"At Leadpages, our webinars' purpose is to generate leads, sales, and retain clients. Webinars are an excellent resource for achieving these goals, but they come with a fair share of challenges.

First, webinar communication through GoToWebinar® is not the most desirable. When tied to a webinar platform's communication channels, your options are sparse, unappealing, intimidating, and generally anti-converting. Being able to send targeted email or SMS communication to webinar guests, attendees and non-attendees through our marketing automation in Drip® was essential.

Second, automating follow-up based on webinar guests attendance is an exhaustive manual process. To tag people as attending, we had to log in, request a report, download the report, open it in Google Sheets®/Excel®, sort by attendance status, export the result, import into Drip, bulk apply the attended tag...for each webinar. This was extremely time consuming and wasn't being done."

TOP CHALLENGES FOR LEADPAGES



Poor performing webinar invite emails from GoToWebinar



Lack of customization in webinar email communication



No marketing automation based on webinar attendance

The Fix

How We Used PlusThis

“Leadpages uses Drip for our marketing automation so we needed something that worked with Drip and GoToWebinar. We were huge fans of PlusThis and had worked with them earlier as they built their integration for Drip. It was a no-brainer to start using it for our webinars.

PlusThis allowed us to merge the webinar join link and calendar links to the emails we send from Drip. This way our emails could come formatted the way we preferred and we could convert more attendees.

We started tagging webinar attendees and non-attendees and following up with them appropriately. We could also tag webinar guests based on how they answered our live webinar surveys and polls. This was super helpful for segmenting guests after the webinar and making our follow-up targeted and meaningful.

We are barely scratching the surface of what PlusThis provides for webinars alone. I’m interested in embedding a survey in a follow-up email after the webinar to get feedback. We’re thinking of using PlusThis to also tag folks that watch videos on our site, such as leads who missed the webinar but watched the replay. And of course, we’ll need to start using PlusThis to send webinar reminders.”

Drip™ From Leadpages

Clear Your Calendar for FB Advertising Automation

Bryce and I are thrilled you'll be joining us tomorrow for "How to Triple Your ROI with Facebook Advertising, Using Drip and PlusThis."

You can [use this link to connect to the webinar tomorrow at 3PM Eastern.](#)

The webinar starts in just...

00 00 00 00
Days Hours Minutes Seconds

You can also add this event to your online calendar to keep your time free!

[Add to Outlook or iCal](#) | [Add to Google Calendar](#)

Easily add webinar join links, countdown timers and “add to calendar” links within a Drip email



Results

“PlusThis allows us to do more powerful marketing with the limited time we have.

It gives us a more professional communication style with our audience. We can be more personalized in our conversations with users/subscribers.

And best of all, we get to be smarter about how we’re using webinar marketing to convert leads into buyers in Drip workflows.”

GoToWebinar Connection

Selected Integrations:  www.plusthis.com  PlusThis

Which Webinar?
Office Hours - Corey Thomas January 9th, 2018 (Jan 9 11:00 am - 12:00 pm MST)

Important
After creating this Feature, if you **reschedule this webinar in GoToWebinar then you must remove this feature and start over** for it to function properly. Deleting this feature will not remove those who previously registered. Existing registrants will remain registered for this webinar.

Show Field Mapping

Send Webinar Reminders through Drip

Store the Webinar Join Link Here:
None (Don't Store)

Apply This Tag After Successfully Completing Registration:
None (Don't Apply a Tag)

Additional Options

Track Who Attended

PlusThis will get attendee information on Jan 9 12:15 pm MST
Your webinar is scheduled to end on Jan 9 12:00 pm MST.

Apply This Tag to Attendees:
None (Don't Apply a Tag)

Apply This Tag to Non-Attendees:
None (Don't Apply a Tag)


Additional Options

Feature Name

Save

Feature Information [Feature Help](#)

Use GoToWebinar Connection to register participants for your webinars and track who attended.



After selecting a webinar, you can use the **Send Webinar Reminders through Drip** section to configure where to store important webinar details. These settings are optional and only necessary if you intend to send pre-webinar follow up (like reminders) to your webinar registrants via Drip. If you'd like to use the default GoToWebinar reminders, you can skip this section.

The **Track Who Attended** section can be configured to apply tags to attendees and non-attendees. By default, PlusThis will pull webinar attendance details 90 minutes after the webinar's scheduled end time. At that time, PlusThis will apply your configured tags to webinar attendees and non-attendees. These settings are also optional.

Additional Options contains some additional settings for power users.

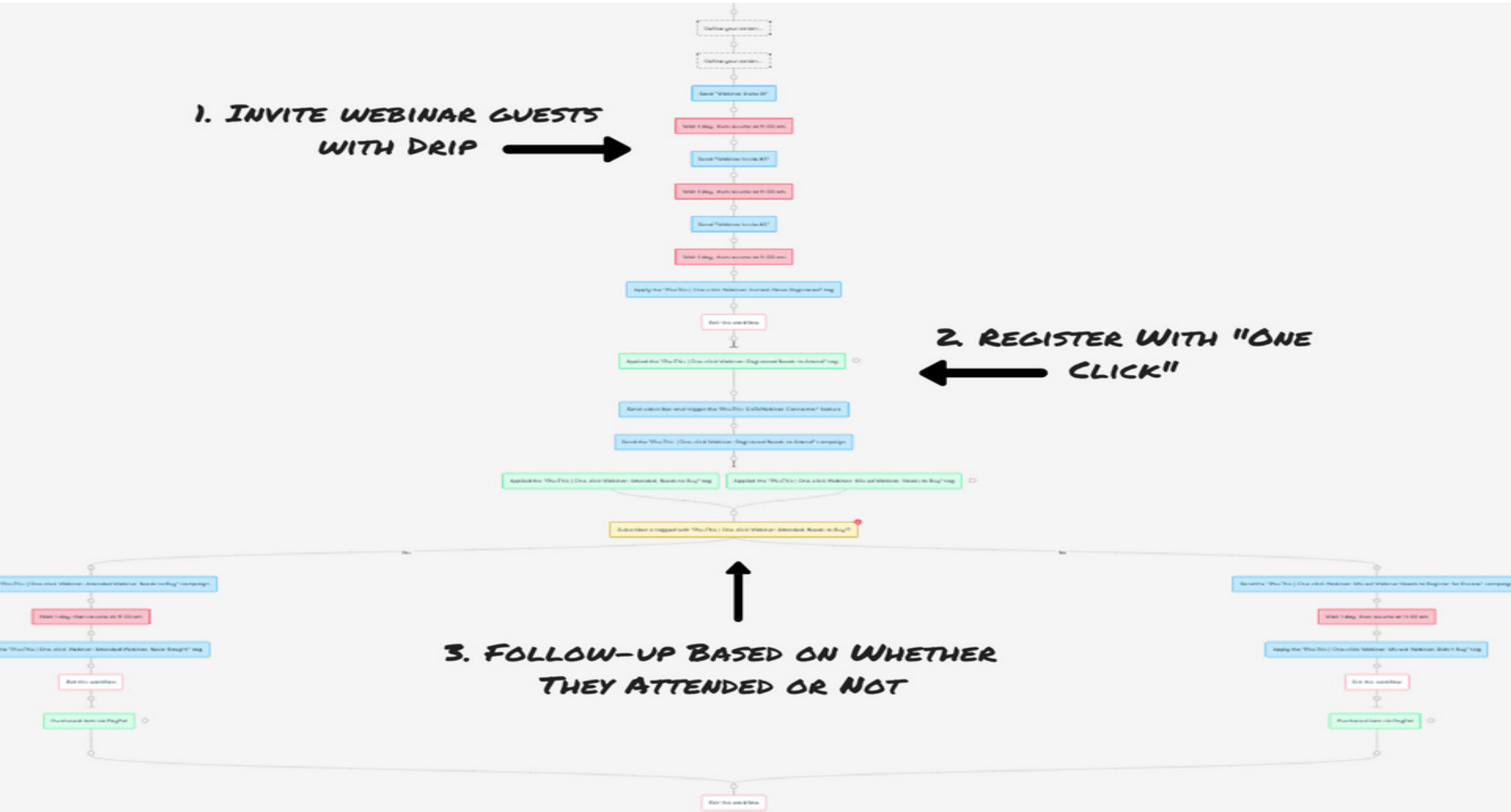
Simple Webinar Setup

WORKFLOW

1. INVITE WEBINAR GUESTS WITH DRIP

2. REGISTER WITH "ONE CLICK"

3. FOLLOW-UP BASED ON WHETHER THEY ATTENDED OR NOT



Example Webinar Workflow Inside of Drip

Want to learn more about how PlusThis can streamline your webinars? [Let's Talk](#)

About PlusThis

PlusThis® offers a library of 50+ add-ons and integrations for small business Marketing Automation software. Some of our most popular features for small businesses include: SMS, Countdown Timers, Video Tagging, Facebook Syncing, Evergreen Expiring Links, Webinar Connections (GoToWebinar, Zoom, WebinarJam), and more. PlusThis processes over 17m features a month and is established as the leader in marketing add-ons.

INTERESTED IN LEARNING MORE?

Contact bryce@plusthis.com for more information

About Leadpages

Leadpages is a leader in the landing page software space. Leadpages regularly provides training through live webinars as part of their customer acquisition and retention strategies. As a team, they run an average of 20 webinars every month using GoToWebinar® and PlusThis®. The work adds up to hundreds of hours preparing, running and following up on webinar content.